

VEHICLE-BASED DYNAMIC ADVERTISING

ABSTRACT OF THE DISCLOSURE

A method and system for dynamically targeting content (e.g., advertising)
5 displayed by a moving vehicle according to the location and direction of travel
of the vehicle. Multiple items of content are loaded onto the vehicle and
updated at periodic intervals. Position information (such as Global Positioning
System information) is used to determine the location and direction of travel of
the vehicle. Using the vehicle's position and direction of travel, and perhaps the
10 time of day, a particular item of content can be selected and displayed to an
audience external to the vehicle. The amount of time each particular item of
content is displayed can be measured and used as the basis for billing clients.